

DDD Commission Meeting
January 9, 2015, 8:00 a.m.
Hilton Capitol Center Baton Rouge, 201 Lafayette St.

Attending: Fran Gladden, Scott Hensgens, Ric Kearny, Gordon LeBlanc,
Cheryl McCormick, Melanie Montanaro, Sevetri Wilson

Others in Attendance: Rachel Alexander, Gary Anderson, Joseph Anthony, Paul Arrigo, Tara Aucoin, Jenny Aucoin, Alicia Baron, Tom Bergman, Greg Bivin, Gary Black, Virginia Black, Shannon Blakeman, Ben Blackwell, Timothy Boone, Jessica Boone, Benjamin Bradford, Jim Brandt, Kelli Branigan, Chelsea Brasted, Cpl. Kyle Callihan, Jerry Campbell, Gayle Carnahan, Margaret Chappuis, Norman Chenevert, Kelly Connelly, Whitney Cooper, Lydia Corie, Jonathan Cory, Sara Courtney, Suzette Crocker, Nancy Curry, Sandra Daire, , D'Ann Davis, Lauren Davis, Tom Dawson, Angela deGravelles, Genny Denton, Kristen Diehl, Peter Dieterich, Terry Elmore, Jon Elvert, Heather Fatzinger, Peyton Feigley, Cassie Felder, Pat Fellows, Christine Forsman, James Fox-Smith, Alyson Gaharan, Brian Goad, Rannah Gray, Ryan Holcomb, David Jacobs, Melody Joachin, Diana Johnson, Mary Johnson, Alex Juan, John Kaufman, Douglas Kennedy, Nicole Kennelly, Tara Kistler, Ashley LaBorde, Lori Lasseigne, Debbie Lapeyrouse, Jeremy Lapeyrouse, Luke LeBas, Beverly LeBeau, Ron LeBouel, Justin Lemoine, Nancy Little, Cindy Littlefield, Melody Joachim, Jason Lockhart, Sam Losavio, Lisa Lymuel, Mary Jane Marcantel, Ben Martinez, Fr. Pat Mascarella, Michael Mashburn, Dee Mather, Tony Matherne, Ryan McNight, Josh Meeks, Rev. David Melville, Chris Meyers, BJ Milatello, Tim NesSmith, Chris Nichols, Shawn Nolan, Amy Norval, Mary Olinde, Ashley Ortego, Trey Ourso, Billy Overton, Vertina Overton, Kelli Parker, Melissa Parmelee, Renee Payton, Marsha Perkins, Lluvia Peveto, Casey Phillips, Diane Pierce, Eric Poche, Tina Rance, Margaret Read, Bill Reich, Chris Reid, Eric Relle, Leif Remo, Daniel Rhodes, Davis Rhorer, Reed Richard, Jenny Rozas, Stephen Rust, Sam Sanders, Ray Scriber, Larry Selders, Casey Sessums, Jamie Setze, Rachel Shaw, Darlene Shingleur, James Fox-Smith, Lisa Smith, John Snow, Nick Speyrer, Karen Stagg, Ben Stalter, J.T. Sukits, Jan Sumrall, Craig Sweeney, Casey Tate, Jeremy Theriot, Boo Thomas, Jude Trahan, Mark Trahan, Michael Trufant, Veach Tucker, Clark Vega, Gabe Vicknair, Dr. Graysen Walles, Brad Way, Sgt. Weber, Quinn Welsch, Councilwoman Tara Wicker, Bubba Willis, Neill Wright

1. Mrs. Fran Gladden called the meeting to order.
2. Mrs. Fran Gladden declared a quorum.
3. Mr. Scott Hensgens moved to approve the agenda, Mr. Ric Kearny seconded and the agenda was approved.
4. Mrs. Melanie Montanaro moved to approve the December 9, 2014 minutes, Mr. Ric Kearny seconded and the minutes were approved.

Rev. David Melville shared a few words of wisdom. Mr. Rhorer thanked Daniel Rhodes for hosting the meeting at the Hilton.

5. Board Action – Nominating Committee – The Commission viewed, via PowerPoint, an image of the DDD logo. Mr. Rhorer informed the Commission that the Nominating Committee has met and presented the proposed slate of 2015 officers as follows:

Fran Gladden, Chairwoman; Ric Kearny, Vice Chairman; Scott Hensgens, Treasurer and Sevetri Wilson, Secretary. **Mr. Ric Kearny moved to adopt the nominees as presented, Mr. Scott Hensgens seconded and the nominees were unanimously approved as presented.**

6a. Governmental Issues – New Board Members – The Commission viewed, via PowerPoint, an image of the DDD logo. Mr. Rhorer introduced the following new board members.

- Melanie Montanaro – Representing Beauregard Town
- Gordon LeBlanc – Representing CBD property owner
- Cheryl McCormick – Representing Spanish Town

6b. Development Initiatives – Hilton Renovations – The Commission viewed, via PowerPoint, photographs of the interior of the hotel. Mr. Daniel Rhodes, general manager, briefed the Commission on the renovations of the hotel. They are in the final phase of the \$8 million renovations.

2015 Approved Projects – The Commission viewed, via PowerPoint, images of the projects. Each Commissioner received a summary of the approved 2015 projects. Mr. Rhorer briefed the Commission on the project below:

- Riverfront Plaza & Levee Stage Area Renovation – \$250,000 – Landscape, lighting and irrigation repairs / replacement
- Riverfront Site Fixtures Maintenance – \$70,000 – Repainting of benches, light poles and trash cans
- Riverfront signage and pedestrian improvement – \$50,000 – Riverfront wayfinding signage
- Riverfront Gateway Lighting and Signage – \$250,000 – Riverfront gateway lighting and signage

Mr. Rhorer thanked Mayor Holden and the Metropolitan Council for their continued support.

TAP Grant Award – The Commission viewed, via PowerPoint, renderings of the proposed improvements. Ms. Whitney Cooper informed the Commission that DDD received a \$156,230 grant from DOTD to implement improvements along River Rd. The improvements will include sidewalks and streetscape on River Rd. from Florida north to Hollywood Casino. Mr. Rhorer commended Mr. Vicknair and Ms. Cooper for their work on the grant.

Baton Rouge Town Homes – The Commission viewed, via PowerPoint, renderings of the proposed development. Mr. Rhorer informed the Commission that the Planning Commission will take action on the site plan approval for 5 new residential units on the corner of Main & River Rd. adjacent to 525 Lafayette St. The item will be on the Planning Commission agenda January 22, 2015.

440 on Third/ Matherne's Update – The Commission viewed, via PowerPoint, a rendering of the exterior signage for Matherne's and interior of Matherne's. Mr. Rhorer briefed the Commission on the development and introduced Mr. Tony Matherne. Mr. Matherne informed the Commission that Matherne's will have an open house on Wednesday, January 21 from 7pm – 9pm and will officially open January 22, 2015. Matherne's will offer hot breakfast and lunches and will have entrances on Third and Fourth Streets. Mr. Matherne expressed his excitement to be downtown and thanked everyone for their support. Mr. Rhorer commended Mr. Dyke Nelson and Mr. David Weinstein for their investment in downtown. Mr. Rhorer informed the Commission that the ribbon cutting ceremony for US Agencies is scheduled for Thursday, January 22 from 5pm – 7pm.

North Blvd. Town Square – The Commission viewed, via PowerPoint, photographs of Red Stick Revelry. Mr. Casey Tate gave a recap on the 2nd Red Stick Revelry and expressed that the event was a tremendous success and thanked everyone involved. Mr. Rhorer thanked Mr. Tate and Mr. Greg Bivin for their assistance with the event.

Riverfront Gateways / River Road Improvements – The Commission viewed, via PowerPoint, photographs of the current construction on River Road in front of LASM and Repentance Park.

Mr. Vicknair briefed the Commission on the current improvements that have been made to the riverfront gateways and River Road:

- Cross Walks are in the final stages
- Walls have been painted and the letters are installed
- Ribbon Cutting end of February 2015

Florida Street and Lafayette Street Improvements – The Commission viewed, via PowerPoint, renderings of proposed improvements. Mr. Vicknair briefed the Commission on the proposed improvement for Florida and Lafayette Street:

- Design is complete
- Replace street trees
- Sidewalk / crosswalk improvements
- Traffic calming
- Bids are expected to go out March 2015 with a six month construction process
- LASM – Improvements along the north side of plaza – Kick off meeting was held January 16, 2015. The project has a six month construction period.

Mr. Rhorer informed the Commission that the DDD is working with Walls Project on temporary screening of parking lots downtown.

Downtown Maintenance Committee – The Commission viewed, via PowerPoint, a photograph of the meeting and an image of the flow chart. Ms. Whitney Cooper informed the Commission that the sub committees have met and discussed their individual issues. The next Maintenance Committee is scheduled for Thursday, January 15, 2015.

Mr. Vicknair commented on the Arts & Entertainment Ordinance and some of the design components it contains, including utility paint, signage, etc. The DDD in coordination with the Planning Commission, will review the findings of the maintenance committee and develop a comprehensive plan to update relevant ordinances and design levels.

Downtown Greenway Update – The Commission viewed, via PowerPoint, a photograph of the improvements to Expressway Park. Ms. Cooper informed the Commission that the site furnishings have been installed in Expressway Park. Mr. Vicknair informed the Commission that an 8' pathway connecting Lincoln Theater to Expressway Park on Myrtle Street is expected to begin construction in the second quarter of 2015. The DDD met with Design Workshop, the consultants selected for the next planning stages of the greenway, to begin the planning process expected which is expected to take six months. The Design team is conducting weekly meetings.

Walls Project – The Commission viewed, via PowerPoint, an image of the promotional flyer. Mr. Casey Phillips informed the Commission that Walls Project has begun a pattern project called “Streetquiltz” on the pillars under Interstate 10 near Nicholson and Pastime. Everyone was encouraged to participate in the MLK Day of service project painting pillars Monday, January 19, 2015 from 8:00 a.m. – 11:00 a.m. Mr. Phillips thanked everyone for their continued support.

New Businesses – Emergent Method – The Commission viewed, via PowerPoint, an image of the logo. Mr. Nick Speyrer recognized his business partners Mr. John Snow and Mr. Phillip LaFargue and informed the Commission that Emergent Method, a management consulting firm, has located on the 3rd floor of the Roumain Building at 343 Third Street. Mr. Speyrer expressed his excitement to be a part of the downtown growth.

Events – The Commission viewed, via PowerPoint, the logos for the following events. Each Commissioner received flyers on the events. Mr. Casey Tate briefed the Commission on the following events.

- Louisiana Marathon – January 16 – 18
- Martin Luther King Parade – January 19
- Mardi Gras Parades
- B. R. Arts Market – February 7
- Foundation for Historical Louisiana/Old Governor's Mansion
- Manship Theatre Events / LSU MOA
- Capitol Park Museum
- Old State Capitol
- River Center Events
- BRSO
- LASM
- USS Kidd

7. Strategic Plan – Plan Baton Rouge II – The Commission viewed, via Power Point, a photograph of the PBR II cover. The DDD continues to implement the plan.

8. Ongoing Projects – CPEX – The Commission viewed, via Power Point, an image of the CPEX logo. Mr. Elizabeth Thomas informed the Commission that a LSU lake meeting is scheduled for Thursday, January 29 at the Lod Cook Center.

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The meeting will show the proposed plan and will connect to the Downtown Greenway. Ms. Thomas commended the DDD on their progress.

BREADA – The Commission viewed, via PowerPoint, an image of the BREADA logo. Ms. Melody Joachin briefed the Commission on the following events:

- The Fresh from the Market cooking demonstration – Saturday's at 10:00 a.m.
- Red Stick Sprouts – Children ages 2 - 12

Ms. Joachin encouraged everyone to visit the Main Street Market Red Stick Farmers Market for their cooking needs.

Downtown Business Association (DBA) – The Commission viewed, via PowerPoint, an image of the DBA logo. Mrs. Alicia Baron briefed the Commission on the following event:

- Thursday, February 5, 11:30 a.m. – Lunch & Learn (Lucy's Retired Surfers Bar)

Mrs. Baron informed the Commission that there are currently 125 members and she encouraged businesses to join the DBA.

8. **Correspondence** – There was no correspondence.

9. **Public Comment** – Councilwoman Tara Wicker commended the DDD and expressed that 2015 will be unbelievable.

Ms. Nancy Little, Of Moving Colors Dance Company, briefed the Commission on the upcoming performance at the Manship Theatre and encouraged everyone to attend the happy hour Friday, January 30, 6:00 p.m. followed by the performance at 7:30 p.m.

Volunteer with Capitol Park Museum, briefed the Commission on the Spanish Town parade party, February 14 from 10:00 a.m. – 3:00 p.m. at the Capitol Park Museum.

Mr. James Fox-Smith, Country Roads, informed the Commission that they will be relocating their offices in February from France Street to newly renovated space at St. Charles & Mayflower.

Ms. Nicole Kennelly, Foundation for Historical Louisiana, briefed the Commission on the following events at the Old Governor's Mansion:

- January 14 – Heritage Lecture
- January 21 – Bridal Event
- February 17 – Mardi Gras Trip

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Mr. Paul Arrigo, Visit Baton Rouge, informed the Commission that in 2014 there were 54 dockings on the riverfront bringing 10,000 visitors and in 2015 there will be 87 dockings and 20,000 visitors. Mr. Arrigo also encouraged everyone to the visit the filming of the television show "Flip My Food" during the Louisiana Marathon, Sunday, January 18, 2015.

Councilwoman Tara Wicker encouraged everyone to educate themselves on the proposed public safety tax and contact their council members to express their desires.

Meeting adjourned at 9:00 a.m.